

# EducationUSA Canada Social Media Manager and Infographic Innovator



Project Title	EducationUSA Canada Social Media Manager and Infographic Innovator
Project Summary	EducationUSA Canada needs a creative, problem-solving individual with initiative who enjoys creating social media posts, maintaining social media management sites, creating infographics, blogging, and implementing strategies to gain more social media followers.
Country	Canada

## Project Description

EducationUSA is funded by the U.S. Department of State and exists to help students around the world with the U.S. higher education application process. The center in Ottawa is responsible for reaching out to all Canadians, and thus, the strength of our virtual resources is vital. Virtual interns for EducationUSA Canada will create, maintain, and update education resources that are free to the 27,065 Canadians who study in the United States each year. Your role will be to ensure the highest quality of our digital resources, in order to provide timely, accurate, and unbiased information about U.S. higher education to Canadian students.

EducationUSA Canada wants to give virtual interns a chance to use and hone their skills, as well as explore areas they would like to grow in. The following tasks are how the intern will spend most of his/her time. However, you will also have a chance to become involved with other interesting projects, as they become available. EducationUSA Canada has two virtual interns and encourages them to work together when their tasks intersect. The other intern title is "Website Manager and Graphic Designer."

The Social Media and Infographic Innovator for EducationUSA Canada will be responsible for the following tasks: creating social media posts on Twitter/Facebook/Instagram, scheduling social media posts in Hootsuite, creating infographics, writing blog posts, writing magazine articles, and implementing strategies to gain more social media followers.

## Required Skills or Interests

### Skill(s)

Social media management

Storytelling/blogging/vlogging

## Additional Information

Familiarize yourself with EducationUSA Canada and our resources by viewing our website ([educationusacanada.ca](http://educationusacanada.ca)), Facebook page (EducationUSA Canada), Twitter (@EdUSACanada), and Instagram (@edusa\_canada)

## Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
French	Limited working proficiency	Limited working proficiency	Nice to Have